From:	Rellen Hayes
To:	Tucker-Potter, Stacy
Subject:	Directory Project Marketing Deliverables
Date:	Wednesday, June 12, 2019 8:08:50 PM
Attachments:	Marketing Material for Client Approval.zip Art - PC Logo & Email Banner Specs.pdf Agent Reference Sheet.docx

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Hi Stacy,

Here are the marketing deliverables we'll need from you by **July 19, 2019**.

Marketing Deliverables:

- **Step 1:** Review language for postcards 1-4, emails 1-4, online update site email and review your listing email. This language historically has proven to provide the highest response rate. Send back approvals or approvals with changes.
  - Attached **'Marketing Material for Client Approval**'

- **Step 2:** Send us your Logos.
  - One black and white logo for postcards (circular or square in shape).
  - Email Banner
  - Electronic Signature
    - Tell us how the Signatory would prefer his/her name and title to appear in the marketing
  - Attached **'Art - PC Logo_Email Banner Specs'**

- **Step 3**: Complete a brief one-page summary to help train our call center associates about your school
  - Complete the '**Agent Reference Sheet'**.

We are looking forward to this project, and I look forward to working closely with you!

Best regards,

Rellen

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